

## CLAIMS

1. A method of conducting marketing research using DVD technology, the steps comprising:

recruiting respondents to participate in market research evaluation of a program and entering a prize drawing;

sending a package to each of the recruited respondents, said package including a DVD containing a program and commercials to be evaluated and code numbers to access said program and said commercials on said DVD, said package further including instructions for respondents to read and prize drawing books to filled out by said respondents;

viewing said program in said DVD by accessing said DVD with said secured codes by said respondent in one sitting;

filling out program evaluations by said respondent;

calling each said respondent to verify said program was viewed correctly and to ask survey questions to each said respondent and requesting each said respondent view additional information said DVD;

supplying each said respondent agreeing to view said additional information on said DVD with new security code to access said new information on said DVD;

asking each said respondent agreeing to view additional information said DVD about said new information after said viewing; and  
mailing back said DVD and filled out prize books.

2. The method according to claim 1 wherein said secured codes demographically identify the user and determine whether said user is to view a program or advertisements.

3. The method according to claim 1 wherein said secured codes determine whether said user views advertisements after said program.

4. The method according to claim 3 wherein said secured codes determine which advertisements said viewer views after a first segment of said program.

5. The method according to claim 3 wherein said secured codes determine which advertisements said viewer views after a second segment of said program.

6. The method according to claim 3 wherein said secured codes determine which advertisements said viewer views after a third segment of said program.

7. The method according to claim 1 wherein said DVD is programmed to be ejected if played on a Personal computer (PC) connected drive in order to prevent the DVD from being copied and played later.

8. A kit for conducting marketing research using DVD technology, comprising:

recruiting respondents to participate in market research evaluation of a program and entering a prize drawing;

a package including a DVD containing a program and commercials to be evaluated and code numbers to access said program and said commercials on said DVD, said package further including instructions for respondents to read and prize drawing books to be filled out by respondents agreeing to participate in said evaluation;

Secured codes to be entered by said respondents for accessing said DVD in order to view said program and said commercials in said DVD in one sitting;

program evaluations filled out by said respondent after viewing said program and said commercials in said DVD;

questions for each said respondent to verify said program was viewed correctly and to ask survey questions to each said respondent and requesting that each said respondent view additional information on said DVD;

new security code to access said new information on said DVD supplied to each said respondent agreeing to view said additional information on said DVD;

questions for each said respondent agreeing to view additional information on said DVD about said new information after said viewing; and

means for returning said DVD and filled out prize books.

9. The kit according to claim 8 wherein said secured codes demographically identify the user and determine whether said user is to view a program or advertisements.

10. The kit according to claim 8 wherein said secured codes determine whether said user is to view advertisements after said program.

11. The kit according to claim 10 wherein said secured codes determine which advertisements said viewer views after a first segment of said program.

12. The kit according to claim 10 wherein said secured codes determine which advertisements said viewer views after a second segment of said program.

13. The method according to claim 10 wherein said secured codes determine which advertisements said viewer views after a third segment of said program.

14. The method according to claim 8 wherein said DVD is programmed to be ejected if played on a Personal computer (PC) connected drive in order to prevent the DVD from being copied and played later.